

SOCIETY FOR FAMILY HEALTH, NIGERIA INVITATION FOR EXPRESSION OF INTEREST AS A FULL SERVICE MARKETING AGENCY FOR SOCIETY FOR FAMILY HEALTH.

Society for Family Health (SFH) was incorporated in 1985 and is one of the foremost Non-Governmental Organisations (NGOs), that provide support to the Nigerian government in key areas of public health: HIV&AIDS prevention, family planning and maternal & child health (malaria, water and sanitation, and diarrhoea control). SFH works with the media to promote behaviour change and healthy lifestyles.

Over the last ten years, SFH has become increasingly active in addressing reproductive health and maternal and child health issues including family planning/child spacing HIV/AIDS, malaria and safe water systems. In furtherance of this, SFH does social marketing which makes use of the mass media to serve key target populations that are often dispersed throughout both urban and rural difficult-to-reach locations.

The Social Business Enterprise (SBE) is a special purpose vehicle within SFH with the mandate to become a self-sustaining entity; while delivering public health good. Established a few years ago, this unit adopted a 'quasi-Commercial modus operandi,' with fully functional Marketing, Sales and Distribution arms. In terms of portfolio the SBE ranges a healthy combination of Ethical and Non-ethical Pharma brands, with each class having a distinct Route to Market (RTM).

OBJECTIVES OF SERVICE:

- (1) To develop and produce Television Commercials (TVCs), radio spots, print creatives, OOH layouts, digital marketing materials etc;
- (2) To plan, negotiate and buy media;
- (3) To execute and manage both traditional and digital marketing campaigns;
- (4) To provide such other brand management services as may be required within the purview of Marketing.

SPECIFIC ACTIVITIES:

- (1) Send in a schedule of agency rates for the development and production of Above-The-Line (ATL) components, i.e. cost of standard elements for the production of TVCs, Radio spots, Print adverts: scripts, storyboards, Voiceovers, print creatives, mastering to CDs, time-out rates etc.
- (2) Carry out location recce, castings, radio productions, TVC shoots on behalf of SBE-SFH.

- (3) Undertake the production of branded merchandise and trade marketing POS items on behalf of SBE-SFH.
- (4) When contracted use the brief from SBE-SFH to develop a proposal based on creative and strategic media planning for each campaign with above average levels of frequency and reach. Each media plan must be accompanied by justification for buying media in each/various stations based on research, languages, and reach.
- (5) Negotiate volume discounts with the various media platforms.
- (6) Break campaigns on SBE-SFH's behalf.
- (7) Send in detailed monthly reports which should be informed by the media monitoring report for each month. Each monthly report to have an excel sheet showing, at a glance, what was exposed.
- (8) Supply Nigerian media scene information every quarter which will capture developments in the media (new media vehicles, trends in popularity and reach, etc.)
- (9) Ensure prompt payments to media houses after reviewing media monitoring reports.

(A) ELIGIBILITY CRITERIA

To be eligible for consideration, interested organisations must provide the following details:

- (1) Profile of the organization, Certificate of incorporation, Management structure and Board membership;
- (2) Evidence of financial management systems (i.e. audited financial statements for 2015 and 2016);
- (3) Evidence of previous creative work done for other clients regarding TV (storyboards), Radio (scripts), Print/OOH/Transit/Digital marketing creatives (FAs); finished works like TVCs, Radio spots etc. may also be supplied on CD for evaluation, i.e. Agency Showreel.
- (4) Evidence of previous works in other areas like Sponsorship management, PR / Publicity, Trade / Channel marketing should also be provided.
- (5) Evidence of previous media buying services carried out (e.g. media buying contracts);
- (6) Evidence of the availability of qualified personnel for carrying out media buying services;

- (7) Evidence of VAT registration and proof of remittances and/or tax exemption certificate;
- (8) Evidence of up-to-date tax compliance (i.e. Tax Clearance/ Exemptions Certificates/ Remittance);
- (9) Evidence of Compliance with the Provision of the Pension Reform Act 2004 (Certificate of PENCOM Registration and most recent remittance).

NOTE: Bidders employing or having in their management structure SFH staff members and family are exempted from participating in this bid.

(B) EVALUATION AND SELECTION OF THE MEDIA AGENCY:

- (1) A technical panel will be constituted to review the EoI and shortlist Applicants to proceed to the next stage of Request for Proposals (RFP) based on the criteria listed above.
- (2) At this stage, a 'yes' or 'no' qualifier will be used to rate all the points above, and only bidders with an all yes qualifier, to the above listed criteria will proceed to the next stage.
- (3) Only companies that satisfy the Pre-qualification requirements will be contacted with Requests for Proposal (RFP) document.
- (4) This advertisement shall not be construed as a commitment on the part of SFH to appoint any organization nor shall it entitle any organisation to claim any indemnity from SFH.
- (5) All costs incurred by bidders as a result of this process and any subsequent requests for information shall be borne by the bidding organizations. This would include any costs incurred during functional demonstrations and subsequent meetings and negotiations.
- (6) This publication and the Service Brief can also be found on the following website: www.sfhngigeria.org (see vacancy tab on the website home page).
- (7) The modification or withdrawal of bids/proposals shall be allowed if the request is received prior to the bid closing time. Modification or withdrawal requests must be made in writing and signed by an authorized signatory of the bidder. Telephone requests shall not be considered (the bid withdrawal/replacement template can be found on SFH website).
- (8) The modification or withdrawal of a bid does not disqualify a bidder from submitting another bid on the same tender, as long as the bid is received prior to the closing date. Modification or withdrawal requests received after the closing time will not be allowed.
- (9) Bidders should take account of the expected delivery time required, and are responsible to ensure that proposals are received at SFH by the due date and time. Lost or misdirected

courier packages received after the due date and time may be considered as having been submitted late.

(10) Bids are to be submitted in a sealed envelope; SFH would not be held liable for the outcome of any bid received unsealed

Interested bidders are welcome to visit the SFH website (www.sfhigeria.org) for clarifications, enquiries or general information sourcing. This can be done by clicking on the banner link (SBE-SFH-Mass-Media) on the home page of the website. Such information should be requested **not later than 5 days (i.e. not later than 7, of August, 2018)** after publication. Bidders are informed that all clarifications will not be sent to the bidders requesting but shall be published on the SFH website. All responses to request for clarifications shall be posted on SFH website for all bidders to access and the responses to your clarifications will be placed on the website within 48hrs.

SUBMISSION OF APPLICATIONS/CLOSING DATE

The code MMED/SBE/SFH-18 should be boldly written on the top right corner of the Pre-qualification submission envelope. Name of organisation tendering should also be clearly written on the rear of the envelope. Failure to do this will lead to disqualification.

The sealed envelope containing two hard copies of the submission should be addressed to the following:

THE HEAD, PROCUREMENT DIVISION,

SOCIETY FOR FAMILY HEALTH (SFH)

8 PORT-HARCOURT CRESCENT, OFF GIMBIYA STREET,

AREA 11, GARKI, ABUJA.

Note: The closing date for receiving the application is **14th of August, 2018** (i.e. 10 working days from the day of publication). Any application received after the stipulated Ten (10) working days will not be accepted.